

ABSTRACT

The development in the field of information and communication technology is growing rapidly as time goes by. Ease of accessing information and communication technology that can be used instantly can make a significant influence on the business world, especially in the sector of SMEs (Micro Small Medium Enterprises) Thus the use of technology to conduct marketing activities, especially in doing advertising today is important given the level of efficiency gained. One example of social media is Instagram and facebook. The purpose of this study was To find out how the comparison of the effectiveness of advertising on social media Facebook and Instagram owned by Wina Supersnack.

The analytical method used is quantitative descriptive method. Measurement method of advertise effectiveness using Direct Rating Method (DRM) using a questionnaire research instrument. The population used in this study were consumers who bought the product of Wina Supersnack who saw the advertise in social media Facebook and Instagram.

Based on the result of comparison research, the measurement of the effectiveness of advertisement using DRM method. Ads contained in social media Instagram assessed more effectively with a score of 76.9 than that found on social media up with a score of 57.6.

Keywords: *Advertise Effectiveness, Direct Rating Method, Social Media, Instagram, Facebook*